

Statewide Lodging Performance by County Third Quarter 2007

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2007	% Change	2007	% Change	2007	% Change	2007	% Change	2007	% Change
Apache	68.3%	1.9%	77.66	6.7%	53.06	8.7%	62,349	3.4%	91,264	1.5%
Cochise	71.0%	19.0%	62.29	11.2%	44.24	32.3%	176,528	29.4%	248,584	8.8%
Coconino	83.4%	6.0%	91.50	6.3%	76.28	12.7%	806,502	5.7%	967,423	-0.3%
Gila	71.9%	11.3%	76.19	10.5%	54.80	23.0%	71,133	11.3%	98,900	0.0%
Graham	78.8%	17.1%	72.98	11.8%	57.51	31.1%	27,380	17.2%	34,746	0.0%
Greenlee	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
La Paz	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Maricopa	57.8%	-0.9%	90.37	5.0%	52.23	4.1%	2,701,545	-0.5%	4,674,593	0.4%
Mohave	59.2%	-1.4%	72.41	1.1%	42.86	-0.4%	231,236	-2.1%	390,632	-0.5%
Navajo	72.1%	4.2%	69.11	6.1%	49.81	10.4%	214,744	4.1%	297,990	0.0%
Pima	60.4%	-0.4%	80.16	8.2%	48.39	7.7%	842,023	-0.1%	1,395,002	0.5%
Pinal	55.4%	-0.5%	63.21	5.7%	35.02	5.1%	74,211	2.7%	133,952	3.2%
Santa Cruz	65.3%	3.3%	71.20	5.8%	46.46	9.4%	57,570	3.3%	88,228	0.0%
Yavapai	68.2%	0.3%	120.25	10.3%	82.04	10.5%	285,353	1.0%	418,232	0.7%
Yuma	58.4%	-13.2%	72.21	6.5%	42.18	-7.4%	148,281	-10.3%	253,828	3.4%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

* % change compared to last year